

## East Hollywood Business Improvement District

### BOARD MEETING MINUTES Tuesday, October 14, 2014 3:30 PM

Governors Attending: Jeff Zarrinnam, chair; Alexanyan, Masachi, Shield, Tashjian.

Staff: Gubler, Shahenian

Guests: Jeff Miele, LA/HBT; Eric Menjivar, AD-43 (Gatto); Megan Tavfer, Church of Scientology; Janet Weiland, Church of Scientology

I) Call to Order

Zarrinnam called the conference call meeting to order at 3:37 pm. The group members in attendance made self-introductions.

II) Public Comment

Alexanyan noted that Chase Bank will be providing over \$3 million in assistance to aid small businesses.

III) Approval of July 8, 2014 and August 12, 2014 Meeting Minutes

**Motion** by Alexanyan, seconded by Massachi to approve the July 8, 2014 and August 12, 2014 BID meeting minutes.

**Motion** carried.

IV) August Financial Report

Shahenian discussed the August financial report. She noted that the BID had a beginning balance of \$74,200.25 and ending balance of \$63,371.89 available as of the August bank statement.

V) Proposed By Law Revision

The group discussed the need to improve attendance from Board members at BID Board meetings.

**Motion** by Massachi, seconded by Shield to circulate proposed Bylaw revision on Board attendance policy for consideration at the BID's next meeting.

**Motion** carried.

VI) Adjournment

The Board adjourned at 3:44 pm to go into the Nominating Committee meeting.

VII) Call to Order

The Board meeting was called to order at 3:55 pm following the meeting of the

VIII) Nominating Committee Report

Alexanyan discussed the nominating committee recommendation to nominate Megan Tavfer to the BID Board of Directors to fill the vacant seat of Edie Reuvenie.

**Motion** by Alexanyan, seconded by Shield to appoint Megan Tavfer of the Church of Scientology to fill the remainder of the board term vacated by Edie Reuvenie.

**Motion carried.**

Zarriannam noted that he would speak to the manager at the Devine property regarding finding a representative to serve on the BID board.

IX) Election of Treasurer

**Motion** by Alexanyan, seconded by Zarriannam to elect Berj Tashjian as the BID Treasurer for the remainder of the 2014 term.

**Motion** carried.

X) Cleaning Contract Update

Miele discussed the LA/HBT cleaning efforts. He noted that 857 trash bags had been pulled by HBT teams in September. He discussed the progress of the HBT effort to plant Lilies in 68 tree wells on Vermont from Hollywood to Santa Monica blvd.

The group discussed removal of non-operating payphones within the BID. Zarrinnam will secure a price quote for removal.

XI) Historic Route 66 BID Update

Zarrinnam updated the group on the status of the Historic Route 66 BID formation. He noted that area property owners have raised \$26,000 towards the creation of the BIDs Management District Plan and has secured 156 letters of support from the parcel owners within the proposed district. The BID will consist of 195 parcels between Santa Monica and Vine. CD-13 has agreed to contribute \$40,000 in matching funds towards the establishment of the BID.

Zarrinnam also discussed efforts to create a Hollywood and Western BID on Hollywood Blvd between Edgemont and the 101 Freeway.

XII) Vermont Median Discussion

Shahenian to invite Carlos Rios of LADOT to next BID meeting for update on Median Project. Zarrinnam will outreach to Kevin James for help in moving the project forward. James will be invited to next BID meeting.

XIII) Next Meeting Date

The next meeting of the EHBID was scheduled for Wednesday, November 12<sup>th</sup> at 3:30 pm at the Church of Scientology.

XIV) Adjournment

The meeting was adjourned at 5:00 pm.

Respectfully Submitted,

A handwritten signature in dark blue ink, reading "Nicole Shahanian". The signature is written in a cursive, flowing style with a prominent initial "N".

Nicole Shahanian  
Executive Director